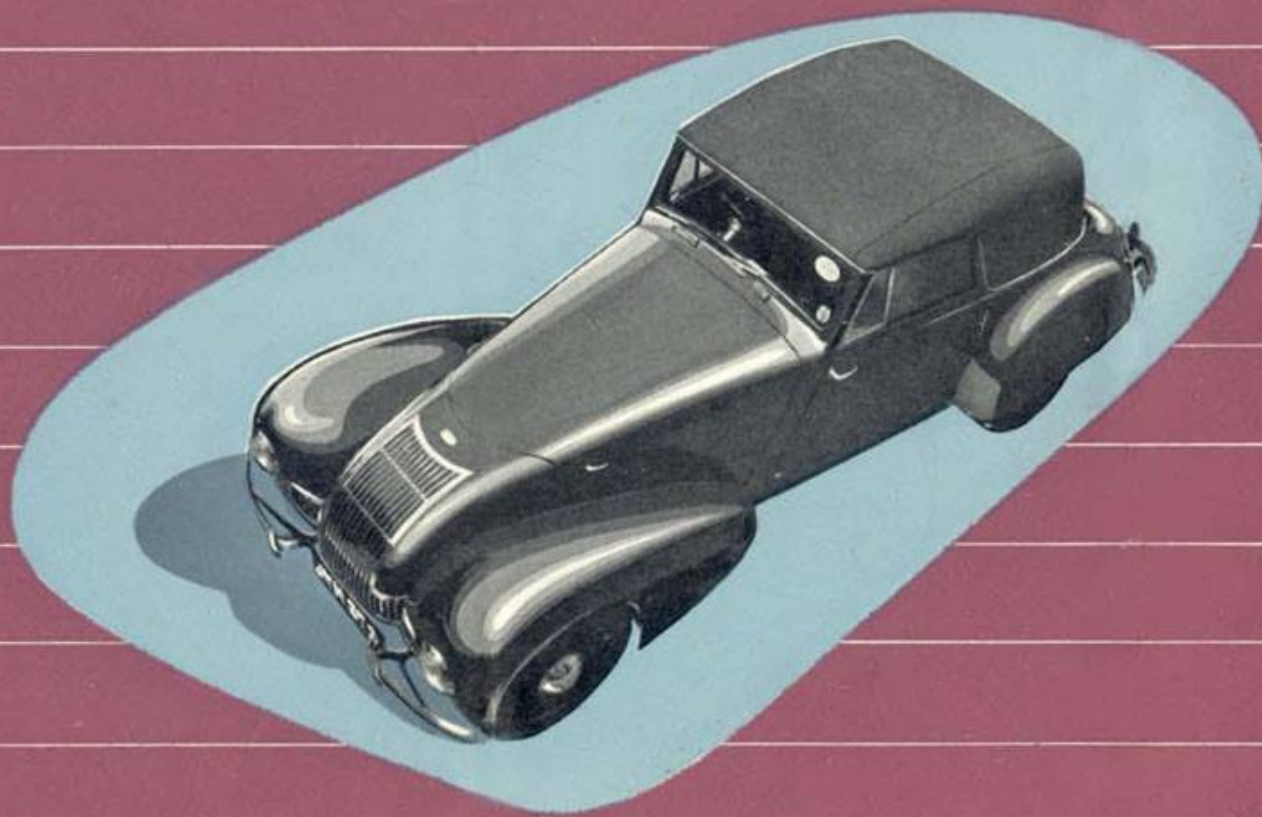


NEW ALLARD CARS



the car for the discriminating motorist

The new Allard . . .

THE NEW ALLARD is a truly modern car. It incorporates every up-to-the-minute feature called for by the discriminating motorist. Yet in spite of its modern design, every part of the car has been thoroughly proved.



The high power-weight ratio enables a fast cruising speed to be maintained with power to spare. Vivid acceleration and powerful braking, coupled with ideal weight distribution make these top-gear cars a pleasure to drive under all conditions.

Many of the Allard features are illustrated in the following pages but among others are:—

- 1 Large, smooth acting and powerful 4-wheel hydraulic brakes and racing type fly off hand brake.
- 2 Powerful and reliable 30 h.p. engine made by the Ford Motor Company.
- 3 Exceptional ground clearance of 9 in.
- 4 The famous Marles steering, light but positive.
- 5 Double acting, self recuperating shock absorbers.
- 6 Twenty-gallon petrol tank, with quick action filler, incorporating an electrically operated reserve controlled by a switch on the dashboard.
- 7 Distinctive interior trimming, including hide upholstery and walnut fascia board.
- 8 Excellent visibility due to curved radiator front and low bonnet.
- 9 Rigid box section chassis with independent front wheel suspension.
- 10 Service and parts readily available all over the world.

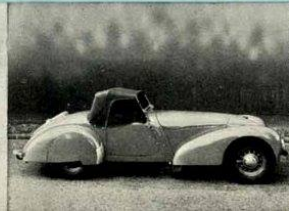
Sports two seater

Developed from the eminently successful Allard Special, the present standard 2-seater model continues to add to a long list of competition successes.

Yet the car is ideally suited for normal road use, and the precise steering and powerful braking make Allard cars easy to handle and safe to drive under all conditions.



Illustrations show: independent front suspension which is a feature of all models; all-weather protection of 2-seater.; excellent visibility; convenient grouping of controls.

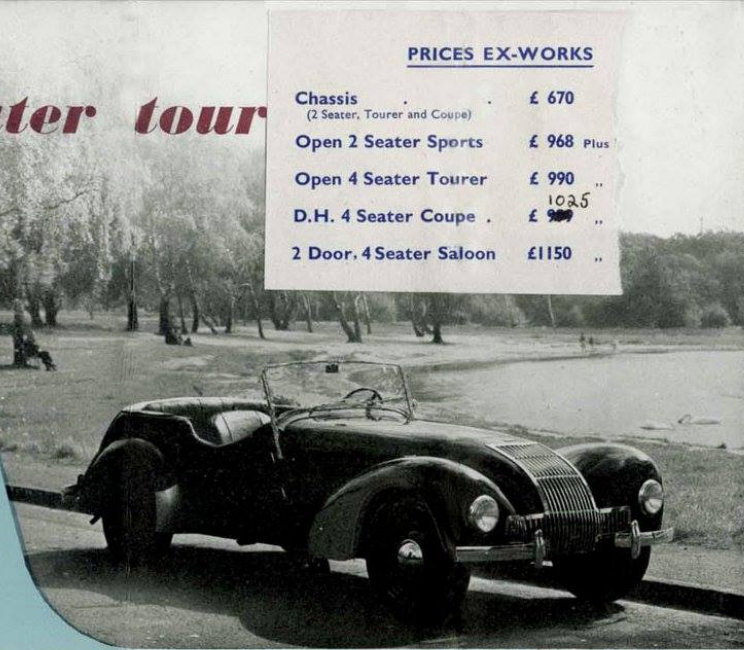


Four seater tour

The 4-seater Tourer model, outstanding in appearance and fitted with neat but efficient all-weather equipment, provides a fine measure of comfort and safety at all speeds. The hood completely folds out of sight and the side curtains can be stowed away behind the rear seats, giving the car a neat and very smart appearance when in the open position.



Illustrations show: telescopic steering column, standard on all models; under-the-bonnet accessibility; all-weather protection of Tourer; easy seat adjustment.



PRICES EX-WORKS

Chassis (2 Seater, Tourer and Coupé)	£ 670
Open 2 Seater Sports	£ 968 Plus
Open 4 Seater Tourer	£ 990 .. 1025
D.H. 4 Seater Coupé	£ 900 ..
2 Door, 4 Seater Saloon	£1150 ..

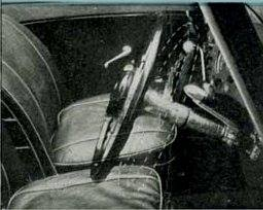
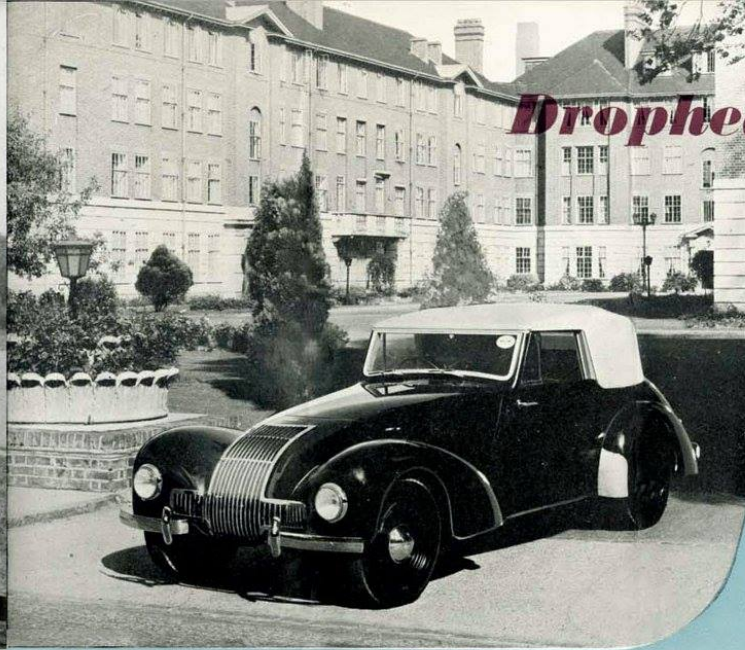
Drophead Coupé

For those who prefer a closed car suitable for conversion to an open model when conditions are favourable, the Allard Foursome Drophead Coupé is ideal.

Allard road-holding, and other features of the whole range, has enabled this model, like the 2-seater, to achieve outstanding success in hill climbs and trials, as well as concours d'elegance.



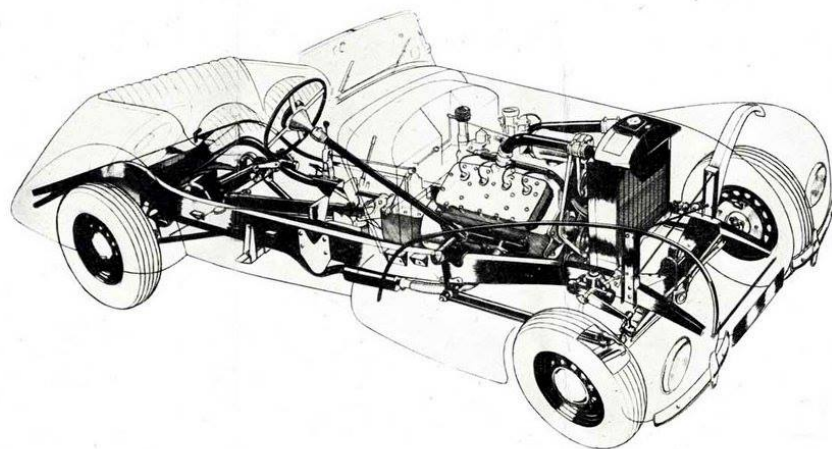
Illustrations show: coupé in open position; seat plan of coupé; steering column gear change; side jacking system as fitted to all models.



CHASSIS are available for those who would wish to have bodies built to their own specification.

Independent front wheel suspension, Ford V.8 engine and gearbox, Lockheed brakes, Dunlop tyres, front wings, cowl, grille, bumpers, spare wheel, full Lucas electrical equipment including lamps, horn, self-cancelling trafficators, dual windscreen wipers, instrument panel with all instruments and Smith's side-jacking system are included with Coupé chassis—wheelbase 9 ft. 4 in.

Two-seater chassis—wheelbase 8 ft. 10 in.—and Tourer chassis—wheelbase 9 ft. 4 in.—include all the above equipment plus bonnet, bonnet sides and fittings, but not mounted.



ENGINE rated at 30 h.p. 77.79 mm. bore by 95.25 mm. stroke—3622 ccs. capacity. V.8 L head side valve—2 banks of 4 cylinders at 90 degrees off-set. Cast alloy crankshaft carried in 3 large diameter main bearings—detachable cylinder heads—valves of silicon chromium alloy steel—pistons of aluminium alloy—full force oil lubrication system—floating power 3 point suspension—dual down-draught carburettor with single control—special coil and distributor for high revs. with automatic control—large area single plate cushioned clutch centrifugally assisted.

TRANSMISSION gear box providing 3 forward speeds and reverse—synchromesh 2nd and top—all gears helically cut and silent—steering column gearchange.

Ratios:—4.11 top; 7.30 second; 12.8 first; 16.46 reverse. Drive between gear box and rear axle is by tubular propeller shaft with single universal joint enclosed in torque tube.

REAR AXLE. Three-quarter floating axle shafts carried on roller bearings—robust spiral bevel crown and pinion carried on double bearings, with outrigger bearing supporting pinion. Ratio 4.11 to 1.

FRONT AXLE. Independently sprung—adjustable hub bearings—axle pivots and steering arm fitted with oilless silent bloc bushes—self-adjusting type steering knuckle joints.

STEERING. Marles cam gear, high ratio, provided with full adjustment spring type telescopic steering wheel. Column is adjustable for position.

DRIVE. Left or right hand drive optional to order.

BRAKES. Four wheel two shoe assemblies, hydraulically operated—special ribbed drums—handbrake quick release racing type operating on rear wheels only.

SPRINGING. Transverse cantilever front and rear—oilless shackles—hydraulic shock absorbers all round.

FRAME. Heavy box section well braced with cross members. Track front 4 ft. 8 in., rear, coupé 4 ft. 10 in., 2-seater and tourer 4 ft. 4 in. Wheel-base—coupé and tourer 9 ft. 4 in., 2-seater 8 ft. 10 in. Ground clearance 9 in.

WHEELS. Easy clean type.

TYRES. 5—6.25 by 16.

FUEL SYSTEM. Rear petrol tank 20 gallon capacity—petrol feed incorporating a reserve of 1½ gallons.

EXHAUST SYSTEM. Dual manifolds and large diameter pipes with straight through silencers.

LIGHTING. 12 volt compensated voltage control with large capacity battery. Head lamps with hand-operated dipper switch—dual stop and tail lamps.

EQUIPMENT. Fitted fascia board with speedometer, oil pressure, petrol and water gauges, ammeter, dash lights, etc. Dual arm electric wiper and interior mirror. Self-cancelling trafficators on all models.

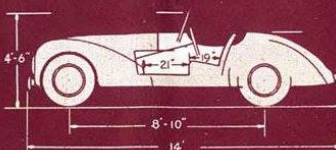
COLOURS. Standard body finishes are Maroon, Grey, Blue, Black.

CHASSIS WEIGHT. Approx. 19 cwt. Varies according to equipment.

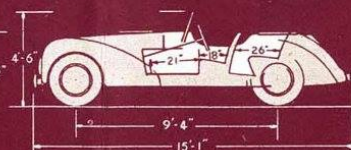
NOTE. The company reserves the right to make any changes in the above specification.

Specification

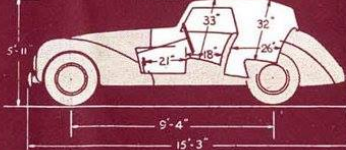
OVERALL WIDTH 5'-9" TRACK (F) 4'-8" (R) 4'-4"



OVERALL WIDTH 5'-9" TRACK (F) 4'-8" (R) 4'-4"



OVERALL WIDTH 5'-9" TRACK (F) 4'-8" (R) 4'-10"



"MOTOR SPORT"

"On a fast main road it has few equals..... over a trials course it stands alone, yet it is also an up-to-the-minute town car."

"THE MOTOR"

"Strikingly modern lines mask a ground clearance of 9 in., the greatest figure for any British production car."
".....outstanding forward visibility."
".....light precise steering, abnormal cornering power....."

"The good construction of the body is proved by the unusual freedom from draught."

"THE AUTOCAR"

".....the outstanding feature of the specification is the good ratio of power to weight."
"The striking aspects of the performance are the top gear abilities, the acceleration.....and the high cruising speed."
".....a genuine 70 m.p.h. is the true cruising speed."

"In petrol consumption the Allard proved commendably moderate....."

"THE LIGHT CAR"

"The Allard.....with an exciting performance and admirable road-holding is eminently exportable."
"Steering is superb."
".....is top of the class as regards road-holding and all-round performance."

guarantee

All reasonable skill and care is exercised in the manufacture of Allard Cars. Accordingly all Warranties, Conditions or Guarantees as to quality or fitness for the purpose for which goods are sold, or as to any other matter implied by Common Law, Statute or otherwise are in all cases excluded.

In lieu thereof the Company will guarantee to repair or supply free of charge any part or parts which may become faulty due to defective material or workmanship within six months from date of purchase provided that :—

The Car is still in the possession of the original purchaser.

The Owner communicates with the Company immediately the fault becomes apparent.

The Owner sends the car or alleged faulty part or parts to the Company carriage paid stating the Chassis and Engine No. and date of purchase.

All rights or liability under this Guarantee will be cancelled if :—

The Car is used for racing or competition work without the Company's consent in writing.

The Company's guarantee does not include proprietary articles manufactured by other firms, but such warranty as these manufacturers issue is transferred to the customer.

The Company's liability is confined to the free replacement of the agreed defective material.

It does not include the removal of the faulty parts and the fitting of such new material as the Company may agree to supply.

terms of business.

The Company reserves the right at any time to alter the Specification, price and conditions of sale of all models.

The price will be that ruling at the time of delivery. Every effort will be made to adhere to a promised date of delivery, but same cannot be guaranteed and no claim shall be made upon the Company in respect of any delay or for any loss or damage arising therefrom.

The term Agent is used in a complimentary sense only, and our Agents are not authorised to incur any debts, or transact any business on the Company's behalf other than the sale of goods purchased from the Company: nor are they authorised to give any warranty or make any representation other than those contained in the guarantee, on the Company's behalf.

Customers' cars are only driven by members of our Staff at Owners' risk.

All Cars or Chassis sold by the Company are supplied on the express condition that they shall not be exhibited, directly or indirectly, by the Agent or purchaser, at any Exhibition without the written permission of the Company.

A L L A R D

ALLARD MOTOR COMPANY LTD., 24-28 CLAPHAM HIGH STREET, LONDON, S.W.4
ALMOTCO, LONDON

MACAULAY 3201